



Meeting Summary

Education Committee

01/14/2015

Time Warner Corporate Offices

4200 Paramount Parkway

Morrisville, NC

10:00 AM - 12:00 PM

<u>Members Present</u>	<u>Staff Present</u>	<u>Guest</u>
Margie Fry, Chair	Tina Bone	Nicky Carswell
Del Hall (by phone)	Richard Bradford	Stanley Kipe
Heather Joyner (by phone)	Dave Corn	Donna Wright (by phone)
Judy Jenkins (by phone)	David Dodd	
Lora Nock	Richard Taylor	
Rick Thomas		
Jeff Shipp (by phone)		
<u>Members Absent</u>	<u>Staff Absent</u>	
Laura Sykora		
Jimmy Stewart		
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Margie Fry called the meeting to order at 10:05 AM.

Margie began the meeting by asking the members for potential educational opportunities that would benefit the State. A general discussion ensued but with no new proposals offered. She then asked Rick Thomas for an update on the potential YouTube initiative. Rick stated that YouTube runs public service videos and one of the positive aspects of their offering was the Board would pay only for the number of times the video was viewed. His research indicated that in addition particular videos can be selected and accessed by zip code. Lora Nock expressed approval of this offering it is a pay as you go process. Margie asked how the State would handle a pay as you go process. Richard Taylor replied that it could be done and it depended upon how much was budgeted for the service.

Richard Taylor asked the Committee that as various ideas are being considered that the Committee members stop and consider what is the message, who is the target audience, and which media is best

for delivery. He suggested that when these questions are asked perhaps a better approach for the Committee is to consider targeting different messages to different groups over media that would reach that group best. Richard pointed out that the Committee has come up with some great ideas but we are all over the place on how best to execute. Mr. Taylor suggested a shot gun blast may not be effective. And asked that the Committee get more focused.

A discussion ensued on which messages were regional and which were more state wide. Rick suggested that some messages like "know your location" were statewide but message such as "call if you can, text if you can't" were localized and based upon the incumbent PSAP abilities. Margie agreed.

Richard Taylor asked what are the top three messages the Committee would like to get out? The Committee discussed and suggested they were:

- "Call if you can, text if you can't."
- "Stay on the phone, don't hang up" particularly in 919 area code.
- "Know your location" particularly in recreational and rural areas.

Judy Jenkins asked if the wireless carriers would help to put out these messages? Richard said that some of the carriers were very helpful.

Rick Thomas asked how are we going to measure our success with these messages? The Committee discussed the ability to use eCats to measure hang-ups. Richard Taylor shared that he has a proposal to measure texting and that may be available in the future.

Margie Fry stated in commercial call centers there are status codes that indicate call factors. She asked can 911 centers input status codes for each call as well? Rick Thomas indicated not.

Marge mentioned that if it is related to children could we distribute CDs to the children? Lora mentioned that many 911 departments make presentation's in the local schools.

Text to 911 could be a very broad audience. Rick asked if we could do a statewide campaign on one topic and then geo-diverse campaigns for other topics. Richard replied yes and remarked he liked the YouTube advertising media for a statewide situation.

Rick discussed that YouTube reiterated they would create a web page for us. He explained the cost for development could be between \$125 to 250 per day and it would accommodate multiple messages. Richard stated he would like to explore this idea a little more because it appeared to be a little more affordable. Margie thinks it is worthy of testing. And after the advertising is completed the videos are still there for all to view. Rick was asked if there was data to indicate the number of hits. Yes, and that data was found in Google analytics. He offered to send the committee members an e-mail with an example. Richard Bradford stated that to date Google has no agreement with the State and that their standard agreement is not compatible with state law. Richard Bradford agreed to check with Google to see if they are now willing to work with the State.

Margie asked which of the discussed options was the next best means of getting the messages out? Rick suggested radio. Richard still liked the movie trailer idea. Discussion on the effectiveness of movie advertising ensued.

A discussion commenced on using the highway notification signs. Lora Nock agreed to talk to DOT about texting and driving.

David Dodd offered that he has collected materials from PSAPs as he travels. He suggested that he could put this out on the 911 Board website for other PSAPs to use as an example. Guilford Metro provided text-to-911 materials. Rutherford County provided a flyer. He suggested that we create a repository on the Board's website for use by other PSAPs.

David Dodd talked about the PSAP Managers Newsletter. Tina Bone advised the committee of her work with Twitter and Facebook. Richard Taylor indicated he had received many positive comments on the Newsletter. Richard also offered that Staff is in the process of designing a new web page and would be willing to set up an area of this kind of information for access by all the PSAPs. This would allow PSAPs to download flyers and materials so they can be easily and quickly customized for their PSAP. Create a template for PSAPs to use. It was discussed that 911 educational materials is not an eligible expense for a PSAP, however the Board can buy generic materials and offer them to the PSAPs for them to reproduce and the prison system can do the printing at an affordable price.

Margie says we have talked about all these plans. Now we need to do something. Margie would like to present to the Board some drafts of their plans. Margie asked David for options of materials that are statewide, appropriate, and customizable.

Margie asked Richard Bradford to pursue the State's ability to work with Google contractually.

Margie suggested that perhaps 2 or 3 weeks the Committee can have get another meeting to consider these materials and options and make decisions.

Margie suggested there may be need to form a subcommittee to focus on just education. A discussion ensued of the initiative introduced at the PSAP Managers meeting to create a 911 Center Managers certification course for new Managers. Lora Nock stated she began as a manager having to make decisions without the knowledge or experience so she spent a great deal of time with other more experienced manager. Rick Thomas and Lora Nock agreed to put together a list of topics that a manager should know.

Marge then asked what role should the Board play? Lora Nock suggested funding and education. Donna Wright suggested that one of the things we need to concentrate on is technical writing such as RFPs, job descriptions, short and long term planning, budgeting, disaster planning and grant writing. Marge asked again what can the Board support? Richard Taylor replied that the Board might be willing to create the curriculum, class, and methodology to make available to PSAP mgrs. and potential PSAP managers.

Donna spoke with Richmond Community. Could we build courses with 911 professionals and educators? Richard Taylor supports that idea but said that would take some time to develop and we need something now. He wants to bring people together and create a syllabus and break into subsets and find subject matter experts for each area as soon as is reasonable.

Margie suggested we form a subcommittee. Donna agreed to be a member of the subcommittee. Judy and Laura, Dinah will also be asked to be on the Committee. David Dodd offered documents he nhas involving RPL certification. Judy Jenkins suggested the subcommittee meet at the NC APCO/NENA meeting in Lexington. All agreed. Rick suggest the NC APCO and NC NENA training chairs be asked to also be a part of the subcommittee. Margie asked Lora Nock to chair the Committee and she agreed.

Margie stated that by the time of the next Board meeting the Education Committee should be able to have plans the recommendations from the subcommittee

Margie scheduled the next meeting for Feb. 19, 2015 at 10:00 AM at a location to be determined.

Margie adjourned the meeting at 12:05.